

Since launching Internet Essentials in the 2011 back-to-school season, we received over 400,000 phone calls inquiring about the program, through December 2011.

More than one in five callers (more than 91,000) requested and received an Internet Essentials application. Of these, nearly 51,000 (over 55%) submitted the application, and 94% of the completed applications were approved.

According to a sample customer survey, families who completed the application found it easy to complete. In a similar quality assurance survey of families who did not return their applications, 81% stated they still intend to return the applications (this may well be overstated). In fact, in the earliest cohorts of requested applications, those from August and September of 2011, more than 60% of the applications have been completed (a higher rate than the overall average). In all, only 13% said they had decided not to complete the application. The reason most often given was they did not want/need the service or they realized they did not qualify.

We connected over 41,000 low-income families to the Internet, bringing approximately 80,000 students and an estimated 160,000 people online. This represents 2% of the estimated eligible free school lunch students in our service area after less than half a year of operation of the Internet Essentials program.

Only 3.5% of applications requested were denied. Most of these applications were incomplete or had erroneous information. We have, however, followed up with the vast majority of the families submitting these applications by providing a replacement application and asking them to correct or complete the application and then resubmit it for approval.

Of the almost 345,000 callers that did not request an application, most (53%) were simply requesting general information about the program. An additional 23% did not qualify for the program. (The largest number of these did not live within a Comcast service area, but this category also includes callers who had subscribed to Comcast Internet services within the last 90 days, callers subject to Comcast collection activity and callers who did not have children eligible for a free lunch under the NSLP.) Another 17% of the 345,000 callers had follow-up questions about their applications.

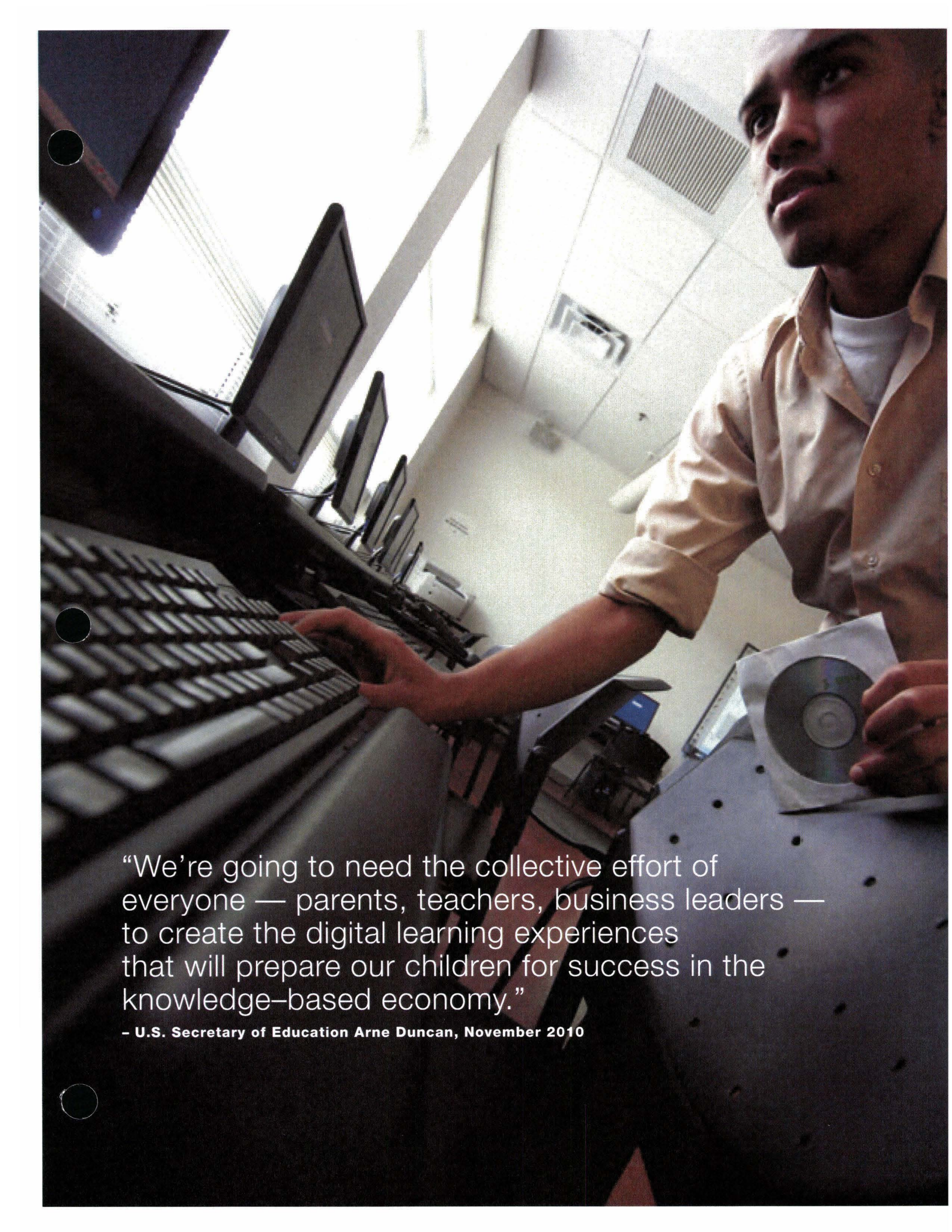
A summary of the specific metrics through December 2011 is as follows:

- 434,904 calls into the dedicated Internet Essentials call center
 - 78,956 calls were ineligible for Internet Essentials (18% of the total and 23% of the callers who did not request applications)
 - 58,027 calls were follow-ups to previous orders (13% of the total and 17% of the callers who did not request applications)
 - 25,278 were dropped calls and hang ups (6% of the total)
 - 181,560 were calls requesting general information about the program (42% of the total and 53% of the callers who did not request applications)
 - 91,083 were calls that resulted in applications being sent (21% of the total)
- 91,083 applications requested
 - 52.5% or 47,786 were submitted and accepted; 3.5% or 3,168 were submitted but returned to customer for correction
 - 44% or 40,129 were never returned by the customer
- 41,729 families were connected with Internet Essentials, representing approximately 80,000 students and an estimated 160,000 low-income Americans
- 5,531 Internet Essentials families elected to purchase discounted computers through the program

Internet Essentials Calls and Resulting Applications

Total Inbound Calls
434,904 Total



A low-angle, high-contrast photograph of a young man in a computer lab. He is wearing a light-colored button-down shirt over a white t-shirt. He is looking upwards and to the right with a focused expression. His right hand is on a computer keyboard, and his left hand is holding a CD-ROM in its jewel case. The background shows rows of computer monitors and keyboards on desks, receding into the distance. The ceiling has a grid pattern with ventilation grilles. The lighting is dramatic, with strong highlights and deep shadows.

“We’re going to need the collective effort of everyone — parents, teachers, business leaders — to create the digital learning experiences that will prepare our children for success in the knowledge-based economy.”

– U.S. Secretary of Education Arne Duncan, November 2010

INTERNET ESSENTIALS ACTIVATIONS

Top County/State Activations

Cook	Illinois	5,109
Miami Dade	Florida	2,721
Harris	Texas	2,140
Broward	Florida	1,245
Wayne	Michigan	974
Fulton	Georgia	858
Palm Beach	Florida	712
Dekalb	Georgia	674
King	Washington	668
Sacramento	California	654
Fresno	California	650
Denver	Colorado	625
Cobb	Georgia	542
Bernalillo	New Mexico	533
Adams	Colorado	483
Gwinnett	Georgia	482
Philadelphia	Pennsylvania	463
Alameda	California	438
Shelby	Tennessee	436
Pierce	Washington	423



Over 3000
 2000 - 2999
 1000 - 1999
 500 - 999
 1 - 499
 Outside Comcast
 Service Area

Activations

OVER 3000	1 - 499
California	Alabama
Florida	Arizona
Georgia	Arkansas
Illinois	Connecticut
2000 - 2999	District of Columbia
Colorado	Delaware
Michigan	Kansas
Texas	Kentucky
1000 - 1999	Louisiana
Massachusetts	Maine
Pennsylvania	Missouri
Tennessee	Mississippi
Washington	New Hampshire
500 - 999	New York
Indiana	Ohio
Maryland	South Carolina
Minnesota	Vermont
New Jersey	West Virginia
New Mexico	Wisconsin
Oregon	
Utah	
Virginia	